

USA PHILATELIC

THE OFFICIAL SOURCE FOR STAMP ENTHUSIASTS

2011 / Volume 16 / Holiday



Happy
Holidays



'TIS THE SEASON TO BE JOLLY...

We want to give you plenty of reasons to be excited this holiday season. So, we've decked the catalog with the best in stamps, stationery, and collectible products — and sprinkled in some special deals and creative tips, too. Whether you're searching for that perfect gift, or simply want to treat yourself, you're sure to find an abundance of affordable, one-of-a-kind ideas right here.

Start by stocking up on Forever® holiday stamps and notecards — shown on pages 4–6. Then don't miss the chance to go green and save green on page 14. Or, expand your horizons with a stunning visual tour of our national parks in *The Grandest Things* on page 29. Plus, we have all the latest stamp and postmark releases!

As always, you can choose from three convenient ways to order:

1. Use the enclosed order form
2. Call 1 800 782-6724
3. Visit usps.com/shop

With our catalog as the one-stop shop for all of your holiday gifting, you can save gas, avoid lines, and shop from the comfort of your own home. Jolly yet? We hope so.

Happy Holidays,

William J. Gicker

William J. Gicker
Managing Editor

P.S. Like shopping online? You can view a selection of gift ideas at usap.co/gifts.

SURF BEYOND THE PERF



When you see this symbol, visit the url listed for exclusive online content. Or visit usap.co to see a list of all online content referenced in this catalog!

WWW.BEYONDTHEPERF.COM



SHOWN AT 190%

A | Holiday Baubles (First-Class rate Forever®)

DATE OF ISSUE: 10/13/11 at New York NY 10199
4 designs, offset (SSP)

Booklet of 20 (2-sided)	\$8.80	679640
First Day Covers (Set of 4)	3.52	679663
Ceremony Program	6.95	679691
Digital Color Postmark		
First Day Covers (Set of 4)	6.40	679668
Booklet of 20 & Digital Color Postmark		
First Day Cover (Random Single)	10.95	679699

DATE OF ISSUE: 10/13/11 at New York NY 10199
4 designs, offset (APU)

Booklet of 20 (2-sided)	\$8.80	679641
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DATE OF ISSUE: 10/13/11 at New York NY 10199
4 designs, offset (SSP)

ATM Booklet of 18	\$7.92	576840
First Day Covers (Set of 4)	3.52	576863

A | Holiday Baubles

These stamps feature four ornaments sure to add to the joys of the holiday season. They may also inspire fond memories of beloved tree ornaments from childhood — objects that still have the power to enchant us today.

USA PHILATELIC

2011 / VOLUME 16 / HOLIDAY

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NOTE: Stamps in this catalog are shown at full size (100%) unless otherwise indicated.



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A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that reaches every address in the nation. 150 million residences, businesses and Post Office Boxes. The Postal Service receives no direct support from taxpayers. With 36,000 retail locations and the most frequently visited website in the federal government, the Postal Service relies on the sale of postage, products and services to pay for operating expenses. Named the Most Trusted Government Agency five consecutive years and the sixth Most Trusted Business in the nation by the Ponemon Institute, the Postal Service has annual revenue of more than \$68 billion and delivers nearly half the world's mail. If it were a private sector company, the U.S. Postal Service would rank 26th in the 2008 Fortune 500.



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GIFTS FOR...

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Avery Dennison AVR
Banknote Corporation of America BCA
Guilford Gravure Inc. GFD
Stamp Venturers SVS
Sennett Security Products SSP

Additional information available online
Also available as a self-adhesive booklet
Also available as a self-adhesive coil
Available only while supplies last
Going Off Sale
Sold Out



BAUBLING OVER

Wreaths with bows, Santa's rosy cheeks, neatly wrapped presents, and freshly baked cookies — beyond being images evocative of the holiday season, these are all designs that have appeared in the *Holiday Celebration: Holiday* series since it began in 1962.

Every year, the Postal Service offers new stamps for holiday correspondence — designs that not only appeal to nostalgia for winters past but also build anticipation for another season of festive celebration.

"The real challenge is coming up with a good idea year after year," says Bill Gicker, creative director of Stamp Services. "We want to offer a variety, so people don't get bored with their options."

But the idea for this year's design, *Holiday Baubles*, came easily to Gicker; it just took selecting artist Linda Fountain.

Fountain's illustration for the cover of the 2007 USA Philatelic Gift Catalog caught Gicker's attention — and got him thinking *holiday*. "It was the way she illustrated the ribbons on the presents," Gicker says. "It was such a fun, graphic style — and so different from what we had been doing for the series."

The originality of Fountain's artwork is the result of an even more unique process. Her preferred medium is cut paper, which she fastidiously arranges to create a design model. The result is a bold and sophisticated, yet whimsical, style that has attracted numerous clients including Estée Lauder, the *Chicago Tribune*, and Crane & Co. — and of course, the Postal Service.

Inspired by a growing 1950s and 60s visual trend, Gicker envisioned ornaments rendered in Fountain's distinct style. The stamp series had featured ornaments



Linda Fountain's illustration for the cover of the 2007 USA Philatelic Gift Catalog.



Previous stamps in the *Holiday Celebration: Holiday* series: *Holiday Cookies* (2005); *Wreath and Candles* (1962); *Santa Claus* (1983); and *Sleigh Full of Presents* (1989). See the full series online at usap.co/holiday.



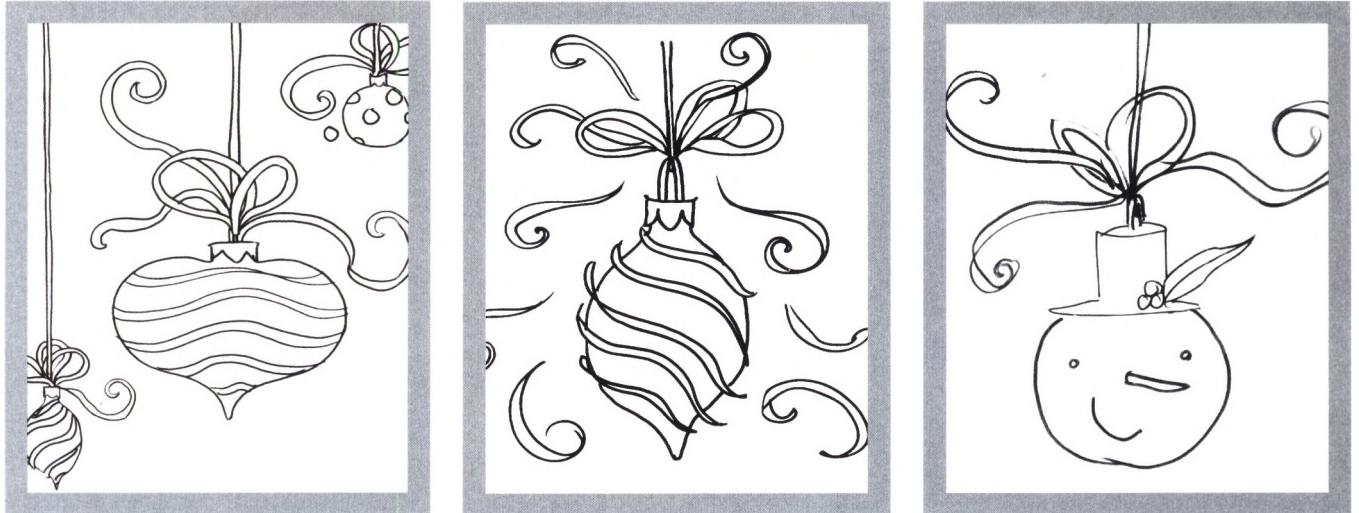
Christmas 1962



Season's Greetings USA 20c



Greetings USA 25



before, but not with the retro twist he imagined.

Fountain began the assignment by digging her own Christmas trinkets out of storage. "I remember hanging ornaments as a kid," she says. "These types of glass ornaments were really popular."

Letting her memories and vivid imagination drive her forward, Fountain sketched a wide range of concepts. Some showed multiple ornaments in one stamp design; others offered funky shapes, such as a snowman head.

After consideration, Gicker and the Citizens' Stamp Advisory Committee decided it was best to stick with one simple design per stamp.

"The nature of her art is already so bold and graphic," Gicker explains. "We decided to be relatively constrained with the color and shapes of the ornaments, so that they

were clearly identifiable. I wanted the artwork to be as large as possible, so it would really pop off an envelope."

Fountain and Gicker narrowed down the sketches to four shapes. After creating color samples for final approval, the cutting began. Using a sketch as a template, Fountain cut out shapes from Color-aid® paper and arranged and rearranged until she found the perfect composition. She then scanned the final art, about 9"x 12" in size, into the computer.

"I feel that cut paper gives the finished piece, even if digital, a different feel," Fountain says, explaining the process. "The result isn't as tight, and it gives the art some excitement. Plus, it's nice to have a piece of artwork you can hold at the end."

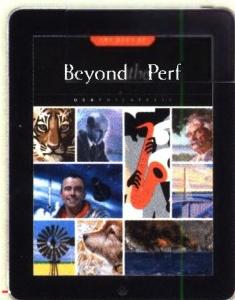
In this case, Fountain will have a piece of artwork she can hold — and use as postage for years to come.

Early sketches by Linda Fountain. See more online at usap.co/baubles.

Our holiday gift for you...

BEYOND THE PERF

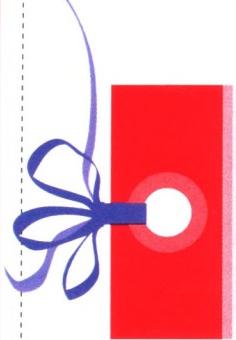
...in a brand new package!



See our special 2012 stamp program preview and peruse our favorite stamp stories from 2011 — all at the touch of your fingertips.

To download the app, go to: usap.co/app (Available December 1st!)

SEASONAL FLAIR



**STILL NEED
YOUR HOLIDAY
GREETING CARDS?**

Stock up on Evergreens Notecards, they're good forever. Or send New Year's wishes with the Celebrate! Notecards on page 19.



A | Holiday Evergreens

Decorating with evergreens during the winter holiday season is a popular tradition.

These beautiful stamps, illustrated by Ned Seidler, feature close-up views of the foliage and cones of four different conifers: ponderosa pine, eastern red cedar, balsam fir, and blue spruce.



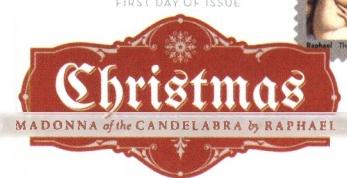
A Evergreens Notecard Set

Perfect for the holiday season and all year-round, this set of eight notecards ($5\frac{1}{2} \times 4\frac{1}{2}$) features beautiful renditions of four different conifers, eight custom-designed envelopes, and eight ***Holiday Evergreens*** Forever® stamps.



**B *Madonna of the Candelabra* by Raphael
Digital Color Postmark First Day Cover**

*Postmarks are sold as First Day Covers
(applied to a stamped #6 3/4 envelope)*



OCTOBER 15, 2011 NEW YORK, NY 10199

B | *Madonna of the Candelabra* by Raphael

The 2011 **Christmas** stamp features a detail from a work by the Italian master Raphael. This tondo (circular painting) dates to around 1513 and is now in the collection of the Walters Art Museum in Baltimore, Maryland.

» FOR HOLIDAY DELIVERY, place mail orders by 12/2/11, phone/fax orders by 12/9/11, and Postal Store orders by 12/16/11.

A Holiday Evergreens (First-Class rate Forever®)

DATE OF ISSUE: 10/21/10 at New York NY

4 designs, offset (SSP)

Booklet of 20 (2-sided)	\$8.80	679740
First Day Covers (4)	3.28	679763
Ceremony Program	6.95	679791
Digital Color Postmark First Day Covers (4)	6.00	679768
Booklet of 20 & Digital Color Postmark First Day Cover (1 random)	10.95	679799
Notecard Set w/Envelopes & Stamps (8 cards, 2 of each design)	11.95	886600

DATE OF ISSUE: 10/21/10 at New York NY

4 designs, offset (APU)

ATM Booklet of 18	\$7.92	575040
First Day Covers (4)	3.28	575063

B Madonna of the Candelabra by Raphael

(First-Class rate Forever®)

DATE OF ISSUE: 10/13/11 at New York NY 10199

1 design, offset (SSP)

Booklet of 20 (2-sided)	\$8.80	679540
First Day Cover	.88	679561
Ceremony Program	6.95	679591
Digital Color Postmark First Day Cover	1.60	679565
Pane of 20 & Digital Color Postmark First Day Cover	10.95	679599

C Eid (First-Class rate Forever®)

DATE OF ISSUE: 8/12/11 at Columbus OH

1 designs, 12 positions, plate no. in 4 corners, gravure (AVR)

* Pane of 20 w/plate no.	\$8.80	576740
Block of 10	4.40	576730
Block of 4	1.76	576720
First Day Cover	.88	576761
Digital Color Postmark First Day Cover	1.60	576765
Pane of 20 & Digital Color Postmark First Day Cover	10.95	576799

D Hanukkah (First-Class rate Forever®)

DATE OF ISSUE: 10/14/11 at New York NY 10199

1 design, 10 positions, plate no. in 4 corners, offset (SSP)

* Pane of 20 w/plate no.	\$8.80	576440
Block of 10	4.40	576430
Block of 4	1.76	576420
First Day Cover	.88	576461
Ceremony Program	6.95	576491
Digital Color Postmark First Day Cover	1.60	576465
Pane of 20 & Digital Color Postmark First Day Cover	10.95	576499

E Kwanzaa (First-Class rate Forever®)

DATE OF ISSUE: 10/14/11 at New York NY 10199

1 design, 8 positions, plate no. in 4 corners, offset (APU)

* Pane of 20 w/plate no.	\$8.80	576540
Block of 10	4.40	576530
Block of 4	1.76	576520
First Day Cover	.88	576561
Ceremony Program	6.95	576591
Digital Color Postmark First Day Cover	1.60	576565
Pane of 20 & Digital Color Postmark First Day Cover	10.95	576599

* Please refer to the order form to request specific plate positions.

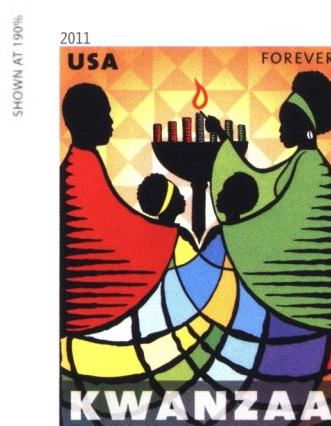
Going off sale 12/31/11.

**C | Eid**

The new *Eid* stamp features the Arabic phrase *Eid mubarak* in gold calligraphy on a reddish background. *Eid mubarak* translates literally as "blessed festival." usap.co/eid

**D | Hanukkah**

The bright colors in this stamp express the joyful spirit of Hanukkah, the Jewish Festival of Lights. The eight shapes behind the letters spelling out "Hanukkah" symbolize the eight days and nights of the celebration.

**E | Kwanzaa**

With this colorful new stamp design, the U.S. Postal Service celebrates Kwanzaa, a non-religious holiday that takes place over seven days beginning each year on December 26 and ending January 1.

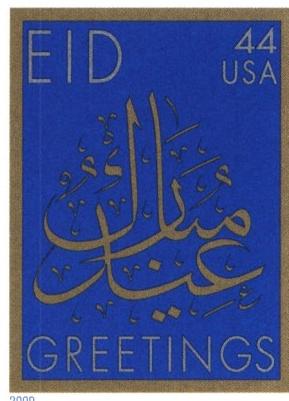
A FESTIVE FAREWELL

SHOWN AT 190%



A *Madonna and Sleeping Child by Sassoferato*

SHOWN AT 190%



B *Eid*

SHOWN AT 190%



C *Hanukkah*

A *Madonna and Sleeping Child by Sassoferato 44¢*

DATE OF ISSUE: 10/20/09 at San Simeon CA

1 design, offset (APU)

Booklet of 20 (2-sided)	\$8.80	678640
Booklet of 20 & First Day Cover	9.62	678693
Ceremony Program	6.95	678691

B *Eid 44¢*

DATE OF ISSUE: 9/3/09 at Washington DC

1 design, 12 positions, plate no. in 4 corners, gravure (AVR)

* Pane of 20 w/plate no.	\$8.80	573640
Block of 10	4.40	573630
Block of 4	1.76	573620

C *Hanukkah 44¢*

DATE OF ISSUE: 10/9/09 at New York NY

1 design, 10 positions, plate no. in 4 corners, offset (SSP)

* Pane of 20 w/plate no.	\$8.80	573540
Block of 10	4.40	573530
Block of 4	1.76	573520
Pane of 20 & First Day Cover	9.62	573593
Ceremony Program	6.95	573591

D *Kwanzaa 44¢*

DATE OF ISSUE: 9/3/09 at Washington DC

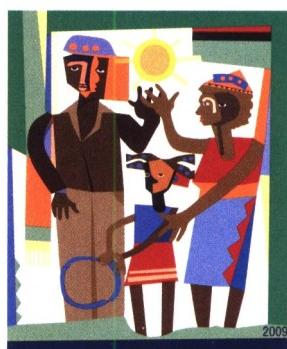
1 design, 12 positions, plate no. in 4 corners, gravure (AVR)

* Pane of 20 w/plate no.	\$8.80	573640
Block of 10	4.40	573630
Block of 4	1.76	573620

LAST CHANCE

These items are only available while supplies last and will not be offered through the catalog after 12/31/11.

SHOWN AT 190%



D *Kwanzaa*

NEW YEAR CELEBRATIONS

E Celebrating Lunar New Year: Year of the Rabbit

(First-Class rate Forever®)

DATE OF ISSUE: 1/22/11 at Morrow GA

1 design, gravure (AVR)

Souvenir Sheet of 12	\$5.28	575640
Uncut Press Sheet	47.52	575684
First Day Cover	.82	575661
First Day Cover (Full Sheet)	7.78	575662
First Day Cancelled (Full Sheet)	7.78	575664
Ceremony Program	6.95	575691
Digital Color Postmark First Day Cover	1.50	575665
Souvenir Sheets of 12 (2) & Digital Color Postmark		
First Day Cover	12.95	575699
Deluxe Notecard Set w/Envelopes & Stamps (12 of each)	14.95	885800

F Celebrating Lunar New Year: Year of the Tiger

Deluxe Notecard Set w/Envelopes

☒ & 44¢ Stamps (12 of each) \$14.95 574366

G Celebrating Lunar New Year: Year of the Ox

(Additional postage required. See page 31.)

Deluxe Notecard Set w/Envelopes & 42¢ Stamps (12 of each) \$13.95 573894

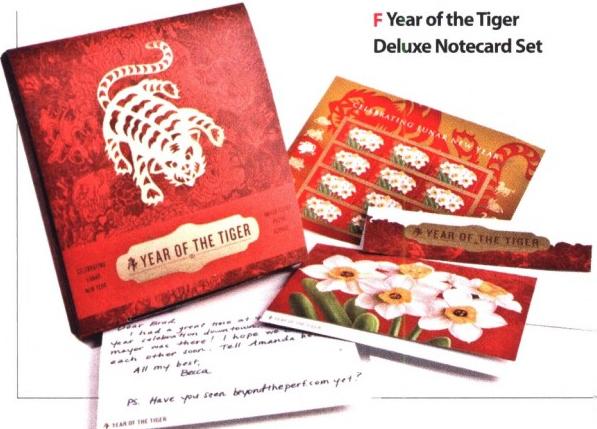
H Celebrating Lunar New Year Bundle

Year of the Rabbit, Year of the Tiger, and

☒ Year of the Ox Notecard Sets \$43.85 \$34.95 573898

* Please refer to the order form to request specific plate positions.

☒ Available while supplies last.



F Year of the Tiger
Deluxe Notecard Set



G Year of the Ox
Deluxe Notecard Set



E | Celebrating Lunar New Year: Year of the Rabbit

For the fourth stamp in the *Celebrating Lunar New Year* series, artist Kam Mak depicted kumquats, which are often given as gifts and eaten for luck at Lunar New Year festivities. usap.co/rabbit



E Year of the Rabbit
Deluxe Notecard Set

THE OFFICIAL STATIONERY OF THE CELEBRATING LUNAR NEW YEAR SERIES

Deluxe Notecard Sets make it easy for your correspondence to be coordinated and chic. Plus, these attractive sets make thoughtful gifts! Each set includes:

- » 12 notecards featuring elegant designs (blank inside)
- » 12 embellished envelopes that make your mail stand out
- » 12 stamps so no trip to the Post Office is necessary
- » A keepsake box to make storage easy!

Special Offer: Buy all three sets and save \$8.90!

HONORING OUR HISTORY

A | U.S. Merchant Marine

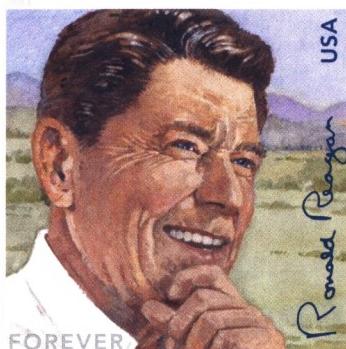
Since the founding of the republic, the United States has looked to the maritime industry for much of its growth and security. These four designs feature types of vessels that have formed an important part of this history: clipper ships, auxiliary steamships, Liberty ships, and container ships.



SHOWN AT 130%

B | Ronald Reagan Centennial

This stamp recognizes the centennial of the birth of Ronald Reagan, the 40th President of the United States. usap.co/reagan



SHOWN AT 165%



A U.S. Merchant Marine (First-Class rate Forever®)

DATE OF ISSUE: 7/28/11 at Great Neck NY

4 designs, 12 positions, plate no. in 2 corners, gravure (AVR)

* Pane of 20 w/plate no. & selvage	\$8.80	467440
Block of 10	4.40	467430
Block of 4	1.76	467420
First Day Covers (Set of 4)	3.52	467463
Ceremony Program	6.95	467491
Digital Color Postmark First Day Covers (Set of 4)	6.40	467468
Pane of 20 & Digital Color Postmark		
First Day Covers (Set of 4)	15.95	467499

B Ronald Reagan Centennial (First-Class rate Forever®)

DATE OF ISSUE: 2/10/11 at Simi Valley CA

1 design, 10 positions, plate no. in 2 corners, gravure (AVR)

* Pane of 20 w/plate no. & header	\$8.80	466540
Block of 10	4.40	466530
Block of 4	1.76	466520
Uncut Press Sheet	88.00	466584
First Day Cover	.82	466561
Ceremony Program	6.95	466591
Digital Color Postmark First Day Cover	1.50	466565
Pane of 20 & Digital Color Postmark		
First Day Cover	10.95	466599

C Inauguration Day Official Commemorative Souvenir

Commemorative Folio w/cachet
& Digital Color Postmark

\$9.95 785970

C Inauguration Day Official Commemorative Souvenir

Preserve your own piece of history.

INCLUDES:

- » Collectible cachet with silk portraits of President Obama and Vice President Biden and official commemorative color postmark
- » Photographs and biographical information
- » Commentary on inaugural tradition and history
- » Presidential Oath of Office

THE CIVIL WAR 1861

A Nation Touched with Fire

The American people and the Government at Washington may refuse to recognize it for a time; but the "inexorable logic of events" will force it upon them in the end; that the war now being waged in this land is a war for and against slavery.

I'll trace these gardens o'er and o'er,
Meditate on each sweet flower,
Thinking of each happy hour,
Oh, Johnny is gone for a soldier.



Port Sumter April 12 1861 USA

I foresee that the country will have to pass through a terrible ordeal, a necessary expiation, perhaps, of our national sins.

Robert E. Lee



The last ray of hope for preserving the Union peacefully expired at the assault upon Fort Sumter.

People who are anxious to bring on war don't know what they are bargaining for; they don't see all the horrors that must accompany such an event.

Thomas J. Jackson



D The Civil War: 1861 (First-Class rate Forever®)

DATE OF ISSUE: 4/12/11 at Charleston SC

2 designs, 6 positions, offset (APU)

Souvenir Sheet of 12	\$5.28	576340
Uncut Press Sheet	31.68	576384
First Day Covers (Set of 2)	1.76	576363
First Day Cancelled (Full Sheet, Front & Back)	7.78	576364
Ceremony Program	6.95	576391
Digital Color Postmark First Day Covers (Set of 2)	3.20	576368
Souvenir Sheet of 12 & Digital Color Postmark First Day Covers (Set of 2)	8.95	576399
The Civil War:1861 Commemorative Folio w/Sheet of 12	14.95	576374

* Please refer to the order form to request specific plate positions.

» FOR HOLIDAY DELIVERY, place mail orders by 12/2/11, phone/fax orders by 12/9/11, and Postal Store orders by 12/16/11.

SHOWN AT 60%

D | The Civil War: 1861

The *Fort Sumter* and *First Bull Run* stamps begin a five-year series commemorating the 150th anniversary of the Civil War. usap.co/civilwar



D The Civil War: 1861 Commemorative Folio

This handsome tri-fold folio provides an elegant way to collect and display *The Civil War: 1861* stamps, as well as the two official First Day of Issue cancellations.

INCLUDES:

- » A sheet of 12 *The Civil War: 1861* stamps
- » Custom transparent window to display both sides of stamp pane
- » Collectible "Behind the Designs" card with the Digital Color Postmark and Black Pictorial cancellations
- » Exclusive information about the stamp and postmark designs
- » Protective sleeve with unique die-cut design

PERFECT FOR THE HISTORY BUFF!

This folio is the first in a five-year series. Wrap up the 1861 release for this holiday season, and watch for the 1862 edition in 2012!

PIONEERING SPIRITS

A | Pioneers of American Industrial Design

This stamp pane honors 12 of the nation's most influential industrial designers. Encompassing everything from furniture and electric kitchen appliances to corporate office buildings and passenger trains, the work of these designers helped shape the look of everyday life in the 20th century.

usap.co/pioneers

SHOWN AT 60%

Pioneers of American Industrial Design

Peter Müller-Munk Pitcher USA	Frederick Hurten Rhead Dinnerware USA	Donald Deskey Table Lamp USA
Henry Dreyfuss Desk Telephone USA	Raymond Loewy Streamlined Pencil Dispenser USA	Dave Chapman Sewing Machines USA
Walter Dorwin Teague Camera USA	Norman Bel Geddes Radio USA	Gilbert Rohde Electric Clock USA
Eliot Noyes Lamp USA	Greta von Nessen Lamp USA	Russel Wright Flatware USA

SHOWN AT 130%



B | Mercury Project and MESSENGER Mission

The two historic missions depicted on these stamps — Shepard's Mercury flight and MESSENGER's orbit of Mercury — frame a remarkable fifty-year period of America's space exploration. usap.co/mercury

A Pioneers of American Industrial Design (First-Class rate Forever®)

DATE OF ISSUE: 6/29/11 at New York NY
12 designs, 10 positions, plate no. in 1 corner, gravure (AVR)

* Pane of 12 w/plate no. & selvage	\$5.28	467840
First Day Cover (Full Pane)	7.78	467862
First Day Cancelled (Full Pane)	7.78	467864
First Day Covers (Set of 12)	10.56	467863
Ceremony Program	6.95	467891
Digital Color Postmark First Day Covers (Set of 12)	19.20	467868
Pane of 12 & Digital Color Postmark		
First Day Covers (Set of 12)	24.95	467899

B Mercury Project and MESSENGER Mission (First-Class rate Forever®)

DATE OF ISSUE: 5/4/11 at Kennedy Space Center FL
2 designs, 12 positions, plate no. in 4 corners, offset (SSP)

* Pane of 20 w/plate no.	\$8.80	468040
Block of 10	4.40	468030
Block of 4	1.76	468020
Uncut Press Sheet	105.60	468084
First Day Covers (Set of 2)	1.76	468063
Ceremony Program	6.95	468091
Digital Color Postmark First Day Covers (Set of 2)	3.20	468068
Pane of 20 & Digital Color Postmark		
First Day Covers (Set of 2)	12.95	468099

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IBM and its trademarks licensed by IBM Corp.

Russel Wright® Russel Wright Studios LLC.

Fiesta® Dinnerware is a trademark owned by The Homer Laughlin China Company.

SHOWN AT 110%



C American Scientists (First-Class rate Forever®)

DATE OF ISSUE: 6/16/11 at St. Paul MN

4 designs, 12 positions, plate no. in 2 corners, offset (SSP)

* Pane of 20 w/plate no. & header	\$8.80	467340
Block of 8	3.52	467330
Strip of 4	1.76	467320
First Day Covers (Set of 4)	3.52	467363
Ceremony Program	6.95	467391
Digital Color Postmark First Day Covers (Set of 4)	6.40	467368
Pane of 20 & Digital Color Postmark		
First Day Covers (Set of 4)	15.95	467399

D Mother Teresa 44¢

DATE OF ISSUE: 9/5/11 at Washington DC

1 design, 10 positions, plate no. in 4 corners, gravure (AVR)

* Pane of 20 w/plate no.	\$8.80	465140
Block of 10	4.40	465130
Block of 4	1.76	465120
Ceremony Program	6.95	SOLDOUT
Pane of 20 & Digital Color Postmark First Day Cover	10.95	465199

E Barbara Jordan (First-Class rate Forever®)

DATE OF ISSUE: 9/16/11 at Houston TX

1 design, 9 positions, plate no. in 4 corners, offset (APU)

* Pane of 20 w/plate no. & header	\$8.80	466240
Block of 10	4.40	466230
Block of 4	1.76	466220
First Day Cover	.88	466261
Ceremony Program	6.95	466291
Digital Color Postmark First Day Cover	1.60	466265
Pane of 20 & Digital Color Postmark First Day Cover	10.95	466299
Diary Page (7 1/2" x 10 1/8"), Maxi Card (7 1/2" x 5") w/Cancellation & Pane of 20	13.95	466276

* Please refer to the order form to request specific plate positions.



E Barbara Jordan
Cultural Diary Page
Diary Page, Maxi Card &
Pane of 20 (Forever®) Stamps

» FOR HOLIDAY DELIVERY, place mail orders by 12/2/11, phone/fax orders by 12/9/11, and Postal Store orders by 12/16/11.

Mother Teresa is a registered trademark of the Mother Teresa of Calcutta Center. All Rights Reserved.

SHOWN AT 140%



C | American Scientists (140%)

The third **American Scientists** issuance honors chemist Melvin Calvin, botanist Asa Gray, physicist Maria Goeppert Mayer, and biochemist Severo Ochoa. usap.co/scientists

D | Mother Teresa (140%)

Featuring a portrait by artist Thomas Blackshear II, this stamp recognizes the humanitarian contributions of Mother Teresa. usap.co/teresa

SHOWN AT 140%



E | Barbara Jordan
The 34th stamp in the **Black Heritage** series honors Barbara Jordan, one of the most respected and influential American politicians of the 20th century.

CAUSES WORTH ADOPTING

PERSONALIZE YOUR PRESENT!

Place a photo of the recipient's pet in the book before you wrap it. Add the adoption certificate or some pet treats to make a pet-friendly package.

A All About Your Best Friend Book

Record precious memories like your pet's first day home and favorite activities in this 60-page keepsake book. Includes placeholders for photos, stories, and unique information about your "best friend," plus 10 **Animal Rescue: adopt a shelter pet** stamps with mount! Dog and cat editions available.



A Animal Rescue: Adopt A Shelter Pet Adoption Certificate (Cat Edition)

Document a major event in your and your new pet's life! This 8 1/2" x 11" color certificate includes space to record your pet's adoption date, plus an affixed **Animal Rescue: adopt a shelter pet** stamp with an official First Day of Issue color cancellation.



A Animal Rescue: Adopt A Shelter Pet

With these stamps depicting formerly homeless dogs and cats, the U.S. Postal Service hopes to raise awareness of the need to adopt shelter pets. usap.co/pets



A Animal Rescue: Adopt A Shelter Pet 44¢

DATE OF ISSUE: 4/30/10 at North Hollywood CA
10 designs, 8 positions, plate no. in 4 corners, offset (SSP)

* Pane of 20 w/plate no. & header	\$8.80	SOLD OUT
Block of 10	4.40	SOLD OUT
Uncut Press Sheet	70.40	576084
Ceremony Program	6.95	576091
Pane of 20 & Digital Color Postmark		
First Day Covers (2 Random: 1 Cat & 1 Dog)	11.95	576099
All About Your Best Friend Book: Dog Edition	14.95	576077
All About Your Best Friend Book: Cat Edition	14.95	576078
Pet Adoption Certificate: Dog Edition	4.95	576071
Pet Adoption Certificate: Cat Edition	4.95	576072

B Breast Cancer Research Semipostal (First-Class rate)

REPRINTED: 8/00

1 design, 8 positions, plate no. in 4 corners, offset (AVR)

* Pane of 20 w/plate no.	\$11.00	503240
Block of 10	5.50	503230
Block of 4	2.20	503220

NOTE: Each **Breast Cancer Research Semipostal** stamp is valid for postage at the First-Class Mail®, single-piece, first-ounce rate in effect at the time of purchase.

C Save Vanishing Species™ Semipostal (First-Class rate)

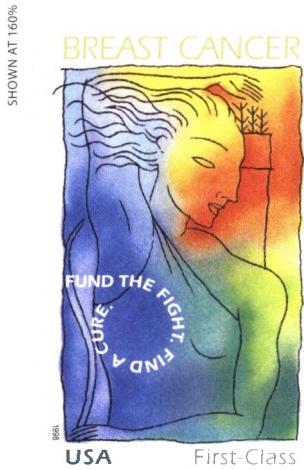
DATE OF ISSUE: 9/20/11 at Washington DC

1 design, 8 positions, plate no. in 2 corners, gravure (AVR)

* Pane of 20 w/plate no. & header	\$11.00	576640
Block of 10	5.50	576630
Block of 4	2.20	576620
First Day Cover	.99	576662
Ceremony Program	7.06	576692
Digital Color Postmark First Day Cover	1.71	576665
Pane of 20 & Digital Color Postmark First Day Cover	12.95	576699
First Day of Issue Collection w/Pane of 20	19.50	576671
Notecard Set w/Envelopes & Stamps (Set of 10)	15.95	576694

NOTE: Each **Save Vanishing Species Semipostal** stamp is valid for postage at the First-Class Mail®, single-piece, first-ounce rate in effect at the time of purchase.

* Please refer to the order form to request specific plate positions.



B Breast Cancer Research Semipostal usap.co/semipostal



C Save Vanishing Species Semipostal usap.co/vanishing



C Save Vanishing Species Notecard Set

This set of matching notecards and stamps features a bold illustration of an Amur tiger cub — one of the magnificent creatures the **Save Vanishing Species Semipostal** stamp is designed to help. Packaged in a handsome box, the set is easy to store and makes a meaningful gift. Support imperiled wildlife with correspondence that counts.

C Save Vanishing Species First Day of Issue Collection

Commemorate the issuance of the **Save Vanishing Species Semipostal** stamp with this select group of First Day collectibles. The 10 1/2" x 9" folder opens to reveal a mounted pane of 20 stamps, official ceremony program, and a Behind the Designs card with both black and color postmarks. See other First Day Collections on pages 15 & 18.

» FOR HOLIDAY DELIVERY, place mail orders by 12/2/11, phone/fax orders by 12/9/11, and Postal Store orders by 12/16/11.

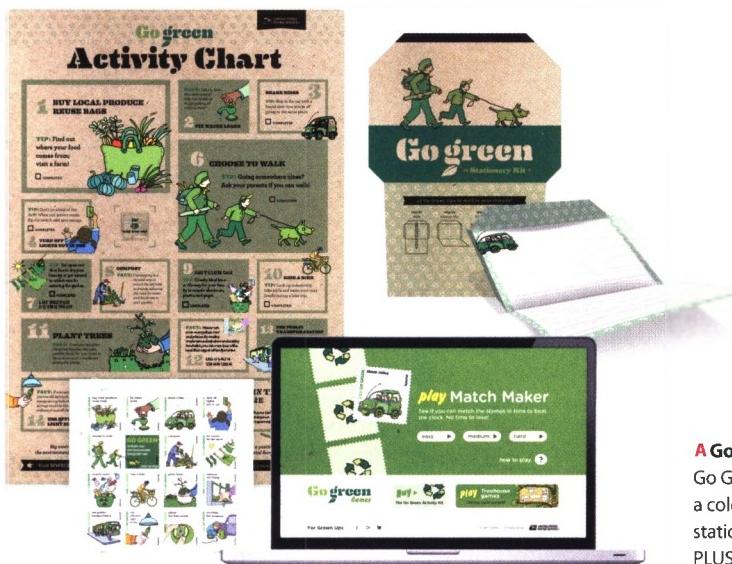
GO GREEN FUN FOR EVERYONE

VISIT
usap.co/gogreen
 TO SEE MORE!



A Go Green Seeded Postcards

Postcards you can plant! Made with wildflower seeds, these Go Green postcards are an exciting and eco-friendly way to send a note. Includes four 5" x 7" postcards and four assorted **Go Green** stamps! *Planting instructions printed on postcards.



A | Go Green

With this pane of 16 stamps, the U.S. Postal Service seeks to raise awareness of simple actions each of us can take to conserve natural resources and promote the health of our environment.
usap.co/green



SHOWN AT 70%

A Go Green (First-Class rate Forever®)

DATE OF ISSUE: 4/14/11 at Washington DC
 16 designs, 9 positions, plate no. in 4 corners, gravure [AVR]

* Pane of 16 w/plate no.	\$7.04	467040
Uncut Press Sheet	63.36	467084
First Day Cover (Full Pane)	9.54	467062
First Day Cancelled (Full Pane)	9.54	467064
First Day Covers (Set of 16)	14.08	467063
Ceremony Program (Random Single)	6.95	467091
Digital Color Postmark First Day Covers (Set of 16)	25.60	467068
Pane of 16 & Digital Color Postmark		
First Day Cover (Random Single)	8.95	467099
Seeded Oversized Postcards w/Stamps (Set of 4)	8.95	467066
Family Activity Kit w/Pane of 16	16.95	467071

B Discount Bundle: Go Green Seeded Postcards & Family Activity Kit

Set of 4 Oversized Postcards w/Stamps & Family Activity Kit w/Pane of 16 \$25.90 \$19.95 467070

A Go Green Family Activity Kit

Go Green together. The Family Activity Kit includes a colorful 13½" x 19" poster, a pad of 15 Fold & Mail stationery, a pane of 16 **Go Green** Forever® stamps, PLUS a special access code for online games!

» FOR HOLIDAY DELIVERY, place mail orders by 12/2/11, phone/fax orders by 12/9/11, and Postal Store orders by 12/16/11.

PERENNIAL FAVORITES



C Sunday Funnies 44¢

DATE OF ISSUE: 7/16/10 at Columbus OH
5 designs, 9 positions, plate no. in 2 corners, offset (SSP)

* Pane of 20 w/plate no. & header	\$8.80	465540
Block of 10	4.40	465530
Strip of 5	2.20	465520
Uncut Press Sheet	79.20	465584
Ceremony Program	6.95	465591
Pane of 20 & Digital Color Postmark		
First Day Covers (Set of 5)	16.95	465599

D Owney the Postal Dog (First-Class rate Forever®)

DATE OF ISSUE: 7/27/11 at Washington DC
1 design, 10 positions, plate no. in 2 corners, gravure (AVR)

* Pane of 20 w/plate no. & header	\$8.80	467540
Block of 10	4.40	467530
Block of 4	1.76	467520
** Uncut Press Sheet	88.00	467584
First Day Cover	.88	467561
Ceremony Program	6.95	467591
Digital Color Postmark First Day Cover	1.60	467565
Pane of 20 & Digital Color Postmark		
First Day Cover	10.95	467599

E Indianapolis 500 (First-Class rate Forever®)

DATE OF ISSUE: 5/20/11 at Indianapolis IN
1 design, 12 positions, plate no. in 2 corners, offset (SSP)

* Pane of 20 w/plate no. & header	\$8.80	467240
Block of 10	4.40	467230
Block of 4	1.76	467220
First Day Cover	.88	467261
Ceremony Program	6.95	467291
Digital Color Postmark First Day Cover	1.60	467265
Pane of 20 & Digital Color Postmark First Day Cover	10.95	467299
First Day of Issue Collection w/Pane of 20	16.95	467271

* Please refer to the order form to request specific plate positions.

** Limit 5 per customer.

E Indianapolis 500 First Day of Issue Collection

This sleek folder houses a pane of 20 stamps, ceremony program, and a Behind the Designs postmark card with both the black and color postmarks with text explaining their designs.



D | Owney the Postal Dog

Beloved of clerks on mail-sorting trains at the end of the nineteenth century, Owney was hailed as a symbol of good luck. Today he is an icon of American postal lore. usap.co/owney



E | Indianapolis 500

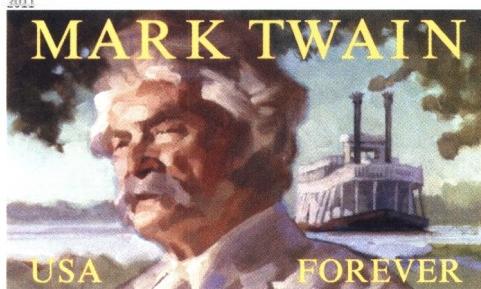
With this stamp, the U.S. Postal Service commemorates the centennial of the Indianapolis 500 Mile Race, one of the most significant auto races in the world.



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ARTS IN ABUNDANCE

SHOWN AT 160%



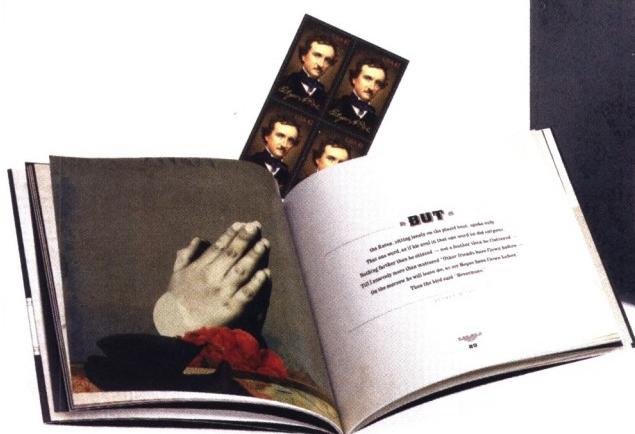
A | Mark Twain

The 27th stamp in the *Literary Arts* series pays tribute to Mark Twain, author of beloved works such as *Adventures of Huckleberry Finn*, widely considered one of the greatest novels in American literature. usap.co/twain



A Mark Twain: The Stamp of Genius

Explore the talent of a beloved and prolific American writer! This 40-page, 6" x 6" booklet includes original illustrations interpreting five of Twain's greatest works, memorable quotes, and four *Mark Twain* Forever® stamps.



A Mark Twain (First-Class rate Forever®)

DATE OF ISSUE: 6/25/11 at Hannibal MO
1 design, 8 positions, plate no. in 2 corners, gravure (AVR)

* Pane of 20 w/plate no. & header	\$8.80	466840
Block of 10	4.40	466830
Block of 4	1.76	466820
First Day Cover	.88	466861
Ceremony Program	6.95	466891
Digital Color Postmark First Day Cover	1.60	466865
Pane of 20 & Digital Color Postmark First Day Cover	10.95	466899
Mark Twain: The Stamp of Genius (40-page booklet w/4 stamps)	12.95	466873

B Edgar Allan Poe

"The Raven" Commemorative Edition Booklet w/Block of 4 (42¢ stamps)

\$12.95 464473

C Romare Bearden (First-Class rate Forever®)

DATE OF ISSUE: 9/28/11 at New York NY
4 designs, 8 positions, plate no. in 1 corner, gravure (AVR)

* Pane of 16 w/plate no. & selvage	\$7.04	467740
Block of 8	3.52	467730
Strip of 4	1.76	467720
First Day Covers (Set of 4)	3.52	467763
Ceremony Program	6.95	467791
Digital Color Postmark First Day Covers (Set of 4)	6.40	467768
Pane of 16 & Digital Color Postmark First Day Covers (Set of 4)	13.95	467799
Diary Page (7 1/2" x 10 1/8") & Pane of 16	12.95	467776

B "The Raven" Commemorative Edition Booklet

French artist Emmanuel Polanco graphically interprets one of Poe's best-loved poems with six original illustrations in this 40-page, 6" x 6" softcover booklet. Includes all 18 stanzas of "The Raven," commentary by stamp artist Michael J. Deas, and a block of four (42¢) *Edgar Allan Poe* stamps with mount.

» FOR HOLIDAY DELIVERY, place mail orders by 12/2/11, phone/fax orders by 12/9/11, and Postal Store orders by 12/16/11.



C | Romare Bearden

Romare Bearden, one of the 20th century's most distinguished American artists, is celebrated for his groundbreaking approach to collage along with his work in watercolors, oils, and other media.
usap.co/bearden

D | Julia de Burgos 44¢

DATE OF ISSUE: 9/14/10 at San Juan PR
1 design, 10 positions, plate no. in 4 corners, gravure (AVR)

* Pane of 20 w/plate no. & header	\$8.80	465940
Block of 10	4.40	465930
Block of 4	1.76	465920
Pane of 20 & First Day Cover	9.95	465993
Ceremony Program	6.95	465991

E | Edward Hopper (First-Class rate Forever®)

DATE OF ISSUE: 8/24/11 at Provincetown MA
1 design, 10 positions, plate no. in 4 corners, gravure (AVR)

* Pane of 20 w/plate no. & header	\$8.80	467640
Block of 10	4.40	467630
Block of 4	1.76	467620
First Day Cover	.88	467661
Ceremony Program	6.95	467691
Digital Color Postmark First Day Cover	1.60	467665
Pane of 20 & Digital Color Postmark		
First Day Cover	10.95	467699

* Please refer to the order form to request specific plate positions.



C | Romare Bearden Cultural Diary Page

Diary Page & Pane of 16 (Forever®) Stamps

SHOWN AT 160%

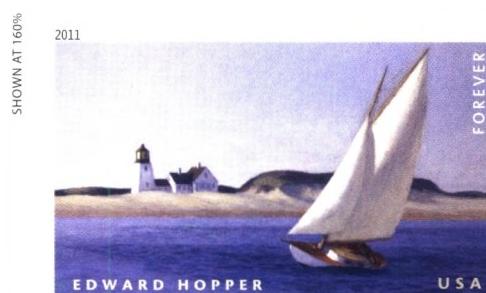


SHOWN AT 160%

D | Julia de Burgos

The 26th issuance in the *Literary Arts* series honors Julia de Burgos, one of Puerto Rico's most celebrated poets.

usap.co/burgos



E | Edward Hopper

A sunlit painting by Edward Hopper is the tenth release in the *American Treasures* series. *The Long Leg*, painted in oil on canvas in 1935, depicts a boat sailing against the wind near Provincetown, Massachusetts.

SEND A HELLO

SHOWN AT 140%



A Send a Hello Premium Stamped Cards

It's easy and fun to send a greeting with this booklet of 20 stamped cards (4 $\frac{1}{8}$ "x 5 $\frac{1}{4}$ ") featuring five Disney Pixar favorites. No extra postage needed to mail — just write your note and send!



A Send a Hello First Day of Issue Collection

Sure to delight Disney Pixar fans and stamp enthusiasts alike, this folder houses a select group of First Day collectibles including a mounted pane of 20 *Send a Hello* Forever® stamps, official ceremony program, and a unique Behind the Designs card with both black and color postmarks — only available in this set.

A Send a Hello (First-Class rate Forever®)

DATE OF ISSUE: 8/19/11 at Anaheim CA
5 designs, 4 positions, plate no. in 2 corners, gravure (AVR)

* Pane of 20 w/plate no. & header	\$8.80	467940
Block of 10	4.40	467930
Strip of 5	2.20	467920
** Uncut Press Sheet	35.20	467984
Premium Stamped Cards (Booklet of 20)	14.95	887200
First Day Covers (Set of 5)	4.40	467963
First Day of Sale Covers (Set of 5)	4.40	467967
Ceremony Program	6.95	467991
Digital Color Postmark First Day Covers (Set of 5)	8.00	467968
Pane of 20 & Digital Color Postmark		
First Day Covers (Set of 5)	16.95	467999
First Day of Issue Collection w/Pane of 20	16.95	467971

B Garden of Love (First-Class rate Forever®)

DATE OF ISSUE: 5/23/11 at Crestwood KY
10 designs, 12 positions, plate no. in 4 corners, gravure (AVR)

* Pane of 20 w/plate no.	\$8.80	576140
Block of 10	4.40	576130
First Day Covers (Set of 10)	8.80	576163
Ceremony Program	6.95	576191
Digital Color Postmark First Day Covers (Set of 10)	16.00	576168
Pane of 20 & Digital Color Postmark		
First Day Covers (Set of 10)	24.95	576199
Notecard Set w/Envelopes & Stamps (10 cards, 10 designs)	14.95	576194

C Neon Celebrate! (First-Class rate Forever®)

DATE OF ISSUE: 3/25/11 at Cleveland OH
1 design, 8 positions, plate no. in 4 corners, gravure (SSP)

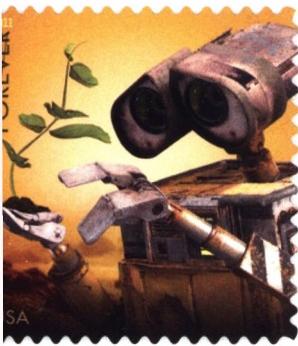
* Pane of 20 w/plate no.	\$8.80	576240
Block of 10	4.40	576230
Block of 4	1.76	576220
First Day Cover	.82	576261
Pane of 20 & First Day Cover	9.95	576293
Digital Color Postmark First Day Cover	1.50	576265
Notecard Set w/Envelopes & Stamps (8 cards, 2 of each design)	12.95	576294

* Please refer to the order form to request specific plate positions.

** Limit 5 per customer.

» FOR HOLIDAY DELIVERY, place mail orders by 12/2/11, phone/fax orders by 12/9/11, and Postal Store orders by 12/16/11.

SENTIMENTS THAT GLOW



A | Send a Hello

Since 1986, the films of Pixar Animation Studios have stretched the boundaries of our imagination with stories about unlikely heroes who explore the bonds of friendship and family. Now, on the *Send a Hello* stamps, those heroes encourage people to connect with loved ones through the mail.

usap.co/pixar

SHOWN AT 60%



B | Garden of Love

usap.co/garden

SHOWN AT 160%



C | Neon Celebrate!

usap.co/neon

C | Neon Celebrate! Notecard Set

With this set of eight notecards, you'll always be ready to celebrate! Notecards (5½" x 4⅓") come with coordinating envelopes and matching *Neon Celebrate!* Forever® stamps — great for graduations, birthdays, New Year's wishes, and more!

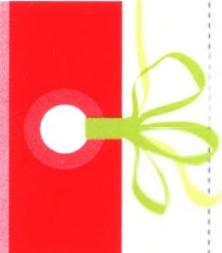
A | Send a Hello

Since 1986, the films of Pixar Animation Studios have stretched the boundaries of our imagination with stories about unlikely heroes who explore the bonds of friendship and family. Now, on the *Send a Hello* stamps, those heroes encourage people to connect with loved ones through the mail.

usap.co/pixar

STOCK UP ON STATIONERY

and save a last-minute trip to the Post Office. Notecard sets are blank inside so you can customize for any occasion — and stamps are included!



B | Garden of Love Notecard Set

This vibrant set of ten 6¼" x 4½" cards comes with ten *Garden of Love* Forever® stamps and envelopes. It's the perfect way to show you care on Valentine's Day, Mother's Day, birthdays, and many more occasions!



STARS OF...

B | Kate Smith

This striking stamp design honors radio and television star Kate Smith, a singer beloved for her rendition of Irving Berlin's "God Bless America."



SHOWN AT 150%

C | Gregory Peck

The 17th stamp in the *Legends of Hollywood* series honors Gregory Peck, one of America's most respected actors. The design features a photograph of Peck in his favorite role: Atticus Finch in *To Kill A Mockingbird*.



SHOWN AT 150%

D | Katharine Hepburn

This 16th issuance in the *Legends of Hollywood* series features Katharine Hepburn, one of America's most fascinating and enduring stars.

usap.co/hepburn



SHOWN AT 150%

SHOWN AT 150%

A | Helen Hayes

Actress Helen Hayes, the "First Lady of the American Theater," was a radiant presence on Broadway for much of the twentieth century.

A | Helen Hayes (First-Class rate Forever®)

DATE OF ISSUE: 4/25/11 at Washington DC
1 design, 10 positions, plate no. in 4 corners, gravure (AVR)

* Pane of 20 w/plate no.	\$8.80	466740
Block of 10	4.40	466730
Block of 4	1.76	466720
Uncut Press Sheet	88.00	466784
First Day Cover	.88	466761
Ceremony Program	6.95	466791
Digital Color Postmark First Day Cover	1.60	466765
Pane of 20 & Digital Color Postmark First Day Cover	10.95	466799

B | Kate Smith 44¢

DATE OF ISSUE: 5/27/10 at Washington DC
1 design, 8 positions, plate no. in 4 corners, gravure (AVR)

* Pane of 20 w/plate no.	\$8.80	464840
Block of 10	4.40	464830
Block of 4	1.76	464820
Ceremony Program	6.95	464891
Pane of 20 & Digital Color Postmark First Day Cover	10.95	464899

C | Gregory Peck (First-Class rate Forever®)

DATE OF ISSUE: 4/28/11 at Beverly Hills CA
1 design, 4 positions, plate no. in 2 corners, gravure (AVR)

* Pane of 20 w/plate no. & selvage	\$8.80	466440
Block of 10	4.40	466430
Block of 4	1.76	466420
Uncut Press Sheet	35.20	466484
First Day Cover	.88	466461
First Day Cover (Full Pane)	11.30	466462
Ceremony Program	6.95	466491
Digital Color Postmark First Day Cover	1.60	466465
Pane of 20 & Digital Color Postmark First Day Cover	10.95	466499

D | Katharine Hepburn 44¢

DATE OF ISSUE: 5/12/10 at Old Saybrook CT
1 design, 4 positions, plate no. in 4 corners, gravure (AVR)

* Pane of 20 w/plate no. & selvage	\$8.80	465040
Block of 10	4.40	465030
Block of 4	1.76	465020
Uncut Press Sheet	35.20	465084
Ceremony Program	6.95	465091
Pane of 20 & Digital Color Postmark First Day Cover	10.95	465099

Helen Hayes licensed by CMG Worldwide, Indianapolis, IN
Kate Smith™ CMG Worldwide, Indianapolis, IN

Gregory Peck image courtesy of Gregory Peck LLC

Katharine Hepburn image and rights licensed through CAA, Los Angeles, California

...STAGE, SOUND, AND SCREEN

SHOWN AT 120%



E | Latin Music Legends

These stamps

celebrate five icons of Latin sound who have had a lasting impact on American music: Tito Puente, Carmen Miranda, Selena, Carlos Gardel, and Celia Cruz.

usap.co/latin

E Latin Music Legends (First-Class rate Forever®)

DATE OF ISSUE: 3/16/11 at Austin TX

5 designs, 12 positions, plate no. in 2 corners, gravure (AVR)

* Pane of 20 w/plate no. & header	\$8.80	467140
Block of 10	4.40	467130
Strip of 5	2.20	467120
First Day Covers (Set of 5)	4.10	467163
Ceremony Program	6.95	467191
Digital Color Postmark First Day Covers (Set of 5)	7.50	467168
Pane of 20 & Digital Color Postmark First Day Covers (Set of 5)	16.95	467199
Commemorative Print Set (5 prints, 5 stamps)	15.95	467174

F Jazz (First-Class rate Forever®)

DATE OF ISSUE: 3/26/11 at New Orleans LA

1 design, 10 positions, plate no. in 4 corners, gravure (AVR)

✗ * Pane of 20 w/plate no.	\$8.80	466640
Block of 10	4.40	466630
Block of 4	1.76	466620
First Day Cover	.82	466661
Ceremony Program	6.95	466691
Digital Color Postmark First Day Cover	1.50	466665
Pane of 20 & Digital Color Postmark First Day Cover	10.95	466699

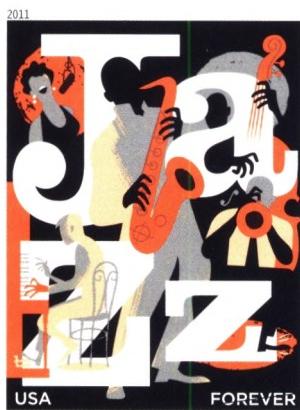
* Please refer to the order form to request specific plate positions.

✗ Available while supplies last.

E Latin Music Legends

Commemorative Print Set

Set includes five 12" x 12" prints and five *Latin Music Legends* stamps. Plus, collectible sleeve features original illustrations by stamp artist Rafael López!



SHOWN AT 140%

F | Jazz

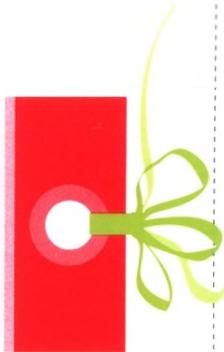
Showcasing the artwork of Paul Rogers, this stamp pays tribute to jazz, America's musical gift to the world.

usap.co/jazz

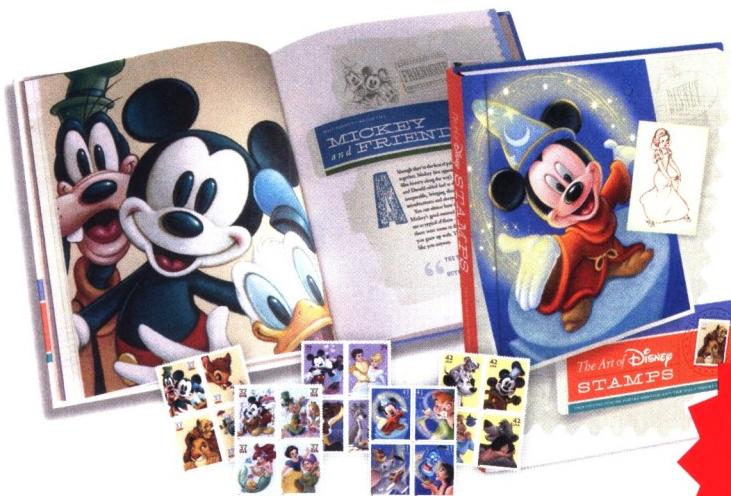
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Selena licensed by Q Productions, Inc., Corpus Christi, Texas.
Tito Puente licensed by the Ernest Puente Trust
Carmen Miranda Administração & Licenciamentos Ltda.

GIVE A GALLERY.

Add frames! These colorful prints look great when displayed in standard 12" x 12" frames.



COVETED CLASSICS



**BUY BOTH
and save
30%**



D The Art of Disney:

Magic Secret Message & Stationery Kit

From magic codes to invisible inks, Disney characters tell you all you need to know to write and send messages that only you and your friends can read. Also includes eight sheets of stationery with envelopes and eight *The Art of Disney: Magic* (41¢) stamps.

A The Art of Disney Stamps

Offering a rare, behind-the-scenes look at a popular stamp series, *The Art of Disney Stamps* is filled with seldom-seen developmental sketches and beautiful artwork from the Disney creative team. Discover the fascinating process of bringing the full magic of Disney to a space the size of a postage stamp. This unique book comes with all 20 of *The Art of Disney* stamps and a *Walt Disney* stamp issued in 1968. A true collector's treasure!

B The Art of Disney Postmark Collectibles

This limited edition set of four folios features stamps from *The Art of Disney* series grouped by theme—Mickey Mouse, Animal Tales, Princesses, and Childhood Classics. Each folio contains a collectible insert with five affixed stamps and a special commemorative postmark. Collect your favorite or the full set of four, and get all 20 stamps from *The Art of Disney* series!

A The Art of Disney Stamps

Hardcover Book w/21 Stamps \$49.95 571473

B The Art of Disney Postmark Collectibles

Mickey Mouse Postmark Collectible	\$14.95	571401
Princesses Postmark Collectible	14.95	571402
Animal Tales Postmark Collectible	14.95	571403
Childhood Classics Postmark Collectible	14.95	571404
Complete Set of Four Folios	49.95	571406

C Discount Bundle: The Art of Disney Stamps & Postmark Collectibles

Hardcover book w/21 stamps and Complete Set of Four Folios \$99.90 \$69.95 571498

D The Art of Disney: Magic

(Additional postage required. See page 31.)
Secret Message & Stationery Kit w/ 8 Stamps, Stationery & Envelopes \$14.95 569787



NEGRO LEAGUES BASEBALL **NEGRO LEAGUES BASEBALL**

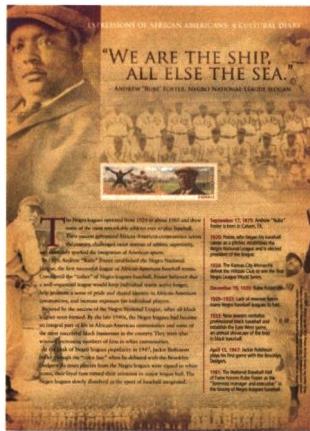
E | Negro Leagues

Baseball



The *Negro Leagues Baseball* stamps pay tribute to the all-black professional baseball leagues that operated from 1920 to about 1960.

usap.co/baseball

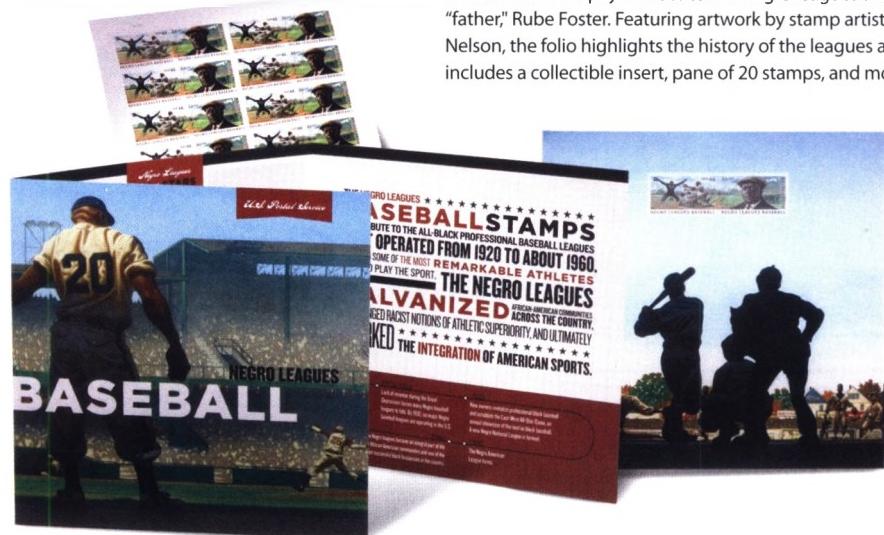


E Negro Leagues Baseball

Cultural Diary Page

Diary Page & Pane of 20

(44¢) Stamps



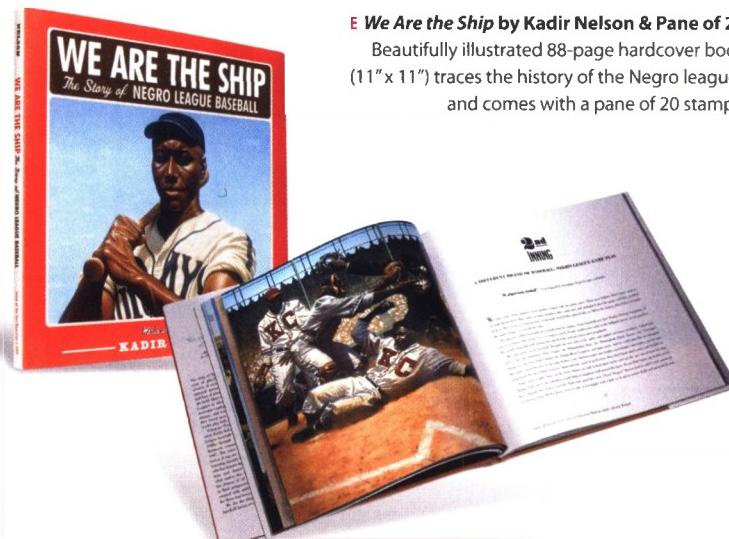
E Negro Leagues Baseball 44¢

DATE OF ISSUE: 7/15/10 at Kansas City MO

2 designs, 10 positions, plate no. in 4 corners, gravure (AVR)

* Pane of 20 w/plate no.	\$8.80	465240
Block of 10	4.40	465230
Block of 4	1.76	465220
Ceremony Program	6.95	465291
Pane of 20 & Digital Color Postmark First Day Covers (2)	11.95	465299
Diary Page (7 1/2" x 10 1/8") & Pane of 20	12.95	465276
We Are the Ship hardcover book by Kadir Nelson & Pane of 20	18.95	465273
Commemorative Folio w/Pane of 20	16.95	465274

* Please refer to the order form to request specific plate positions.



E We Are the Ship by Kadir Nelson & Pane of 20

Beautifully illustrated 88-page hardcover book

(11" x 11") traces the history of the Negro leagues and comes with a pane of 20 stamps.

A COLLECTION OF STATES

A | Flags of Our Nation: Set 5

In 2011, the *Flags of Our Nation* series continues with ten more designs that feature the flags of the Commonwealth of the Northern Mariana Islands, the Commonwealth of Puerto Rico, and the states of Ohio through Tennessee.



A Flags of Our Nation Collector's Folder & Set 1 Stamps

Designed to preserve the entire *Flags of Our Nation* series, the Collector's Folder comes with a coil of 50 Set 1 stamps (the first ten designs) and mounts for all 60 stamps in the series. Only one more issuance to go; make sure you have them all!

A Flags of Our Nation: Set 5 (First-Class rate Forever®)

Northern Marianas, Ohio, Oklahoma, Oregon, Pennsylvania, Puerto Rico, Rhode Island, South Carolina, South Dakota, Tennessee

DATE OF ISSUE: 8/11/11 at Columbus OH
10 designs, plate no. every 10⁴, gravure (SSP)

Full Coil of 50 (only)	\$22.00	788340
First Day Covers (Set of 10)	8.80	788363
First Day of Sale Covers (Set of 10)	8.80	788367
Ceremony Program (Random Single)	6.95	788391
Digital Color Postmark First Day Covers (Set of 10)	16.00	788368
Collector's Folder w/coil of 50 Set 1 stamps	29.95	786575

B Flags of Our Nation: Set 4 44¢ (Not Shown)

Stars and Stripes, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota

DATE OF ISSUE: 4/16/10 at New York NY
10 designs, plate no. every 10⁴, gravure (SSP)

Full Coil of 50 (only)	\$22.00	787640
Ceremony Program	6.95	787691

C Flags of Our Nation: Set 3 44¢ (Not Shown)

Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Stars and Stripes

DATE OF ISSUE: 8/6/09 at Pittsburgh PA
10 designs, plate no. every 10⁴, gravure (SSP)

Full Coil of 50 (only)	\$22.00	787540
Ceremony Program	6.95	787591

D Flags of Our Nation: Set 2 42¢ (Not Shown)

(Additional postage required. See page 31.)

District of Columbia, Florida, Georgia, Guam, Hawai'i, Idaho, Illinois, Indiana, Iowa, Kansas

DATE OF ISSUE: 9/2/08 at Washington DC
10 designs, plate no. every 10⁴, gravure (SSP)

Full Coil of 50 (only)	\$21.00	786640
Ceremony Program	6.95	786691

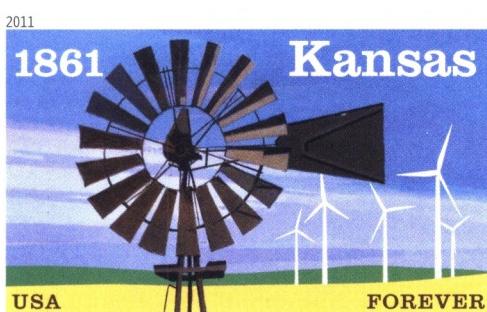
E Flags of Our Nation: Set 1 42¢ (Not Shown)

(Additional postage required. See page 31.)

Stars and Stripes, Alabama, Alaska, American Samoa, Arizona, Arkansas, California, Colorado, Connecticut, Delaware

DATE OF ISSUE: 6/14/08 at Washington DC
10 designs, plate no. every 10⁴, gravure (SSP)

Full Coil of 50 (only)	\$21.00	786540
Ceremony Program	6.95	786591



F | Kansas Statehood

Now home to some 2.8 million people, Kansas became the 34th state in the Union on January 29, 1861. This stamp celebrates the sesquicentennial of "The Sunflower State." usap.co/kansas

COLLECTING ESSENTIALS



SHOWN AT 70%

**SEE
BACK COVER
for the 2011
Yearbook
& Guide!**



J STAMP YEARBOOKS BUNDLE

Buy the 2009 and 2010 yearbooks together and save \$19.95! Includes a total of 126 stamps!



F Kansas Statehood (First-Class rate Forever®)

DATE OF ISSUE: 1/27/11 at Topeka KS

1 design, 9 positions, plate no. in 4 corners, offset (APU)

* Pane of 20 w/plate no.	\$8.80	466340
Block of 10	4.40	466330
Block of 4	1.76	466320
First Day Cover	.82	466361
Ceremony Program	6.95	466391
Digital Color Postmark First Day Cover	1.50	466365
Pane of 20 & Digital Color Postmark First Day Cover	10.95	466399

G The 2010 Stamp Yearbook

Stamp Collection (Hardback)	\$59.95	991000
64 pages, 65 stamps plus mounts		
Mail Use Stamp Packet	8.95	991004
17 stamps plus mounts		
Yearbook & Mail Use Packet	63.95	991001

H The 2009 Stamp Yearbook (Not Shown)

Stamp Collection (Hardback)	\$59.95	990900
64 pages, 61 stamps plus mounts		
Mail Use Stamp Packet	17.50	SOLDOUT
33 stamps plus mounts		
Yearbook & Mail Use Packet	71.95	SOLDOUT

J Stamp Yearbooks Bundle

2009 & 2010 Yearbooks	\$99.95	990999
Mail Use packets not included		

K 2011 Digital Color Postmark First Day Covers

Complete Set of 97 Covers	\$154.31	991168
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K 2011 Digital Color Postmark First Day Covers

The 2011 Digital Color Postmark set is now available! Don't miss this beautiful collection of colorful designs. Get every 2011 postmark in the complete set of 97 covers.

P America's Postmarks Binder (Not Shown)

Three-Ring Binder & 20 Pages	\$21.95	880660
Pages (Set of 20)	8.95	880681

Q Binder with Slipcase and Pages

(All Sold Separately) (Not Shown)

Binder w/ Slipcase	\$42.00	014002
Pages (2 vert. pockets, 1-1/4" x 10 1/8" x 1-2 1/4" x 10 1/8")	5.95	014005
Pages (3 vertical pockets, 2 1/4" x 10 1/8")	5.95	014006
Pages (1 vertical pocket, 7 1/4" x 10 1/8")	5.95	014007
Pages (2 horizontal pockets, 5 1/4" x 7 1/4")	5.95	014008
Pages (3 horizontal pockets, 3 1/4" x 7 1/4")	5.95	014009
Pages (4 horizontal pockets, 2 1/4" x 7 1/4")	5.95	014010
Pages (5 horizontal pockets, 1 1/4" x 7 1/4")	5.95	014011
Pages (6 horizontal pockets, 1 1/4" x 7 1/4")	5.95	014012
Pages (4 vertical pockets, 5 1/4" x 3 1/4")	5.95	014013
Pages (8 horizontal pockets, 1 1/4" x 7 1/4")	5.95	014014

All pages come in sets of five; not included in binder.

* Please refer to the order form to request specific plate positions.

† This number represents the actual plate number intervals.

CELEBRATING A RICH HERITAGE

SHOWN AT 180%

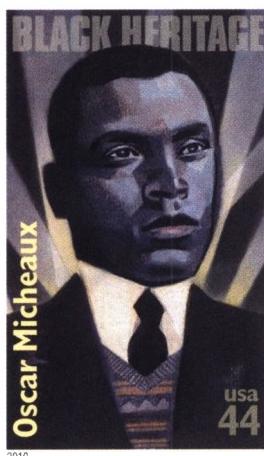


A | Anna Julia Cooper

The 32nd stamp in the *Black Heritage* series is a tribute to Anne Julia Cooper: educator, scholar, feminist, and activist.

usap.co/cooper

SHOWN AT 180%



B | Oscar Micheaux

The 33rd stamp in the *Black Heritage* series features pioneering filmmaker Oscar Micheaux, whose entrepreneurial spirit and independent vision continue to inspire filmmakers and artists today.

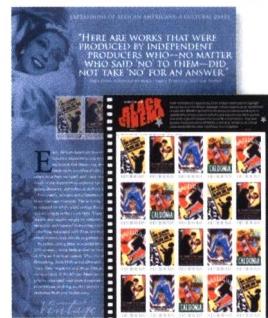
usap.co/oscar



A Anna Julia Cooper

Cultural Diary Page

Diary Page, Maxi Card & Pane of 20 (44¢) Stamps



E Vintage Black Cinema

Cultural Diary Page

Diary Page & Pane of 20 (42¢) Stamps

A Anna Julia Cooper 44¢

DATE OF ISSUE: 6/11/09 at Washington DC

1 design, 6 positions, plate no. in 4 corners, offset (APU)

* Pane of 20 w/plate no. & header	\$8.80	463840
Block of 10	4.40	463830
Block of 4	1.76	463820
Pane of 20 & First Day Cover	9.62	463893
Ceremony Program	6.95	463891
Diary Page, Maxi Card w/Cancellation & Pane of 20	13.95	463876

B Oscar Micheaux 44¢

DATE OF ISSUE: 6/22/10 at New York NY

1 design, 10 positions, plate no. in 4 corners, gravure (AVR)

* Pane of 20 w/plate no. & header	\$8.80	464940
Block of 10	4.40	464930
Block of 4	1.76	464920
Pane of 20 & First Day Cover	9.95	464993
Ceremony Program	6.95	464991
Diary Page, Maxi Card w/Cancellation & Pane of 20	13.95	464976

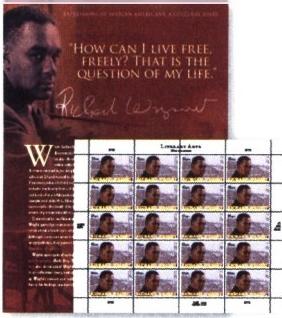
* Please refer to the order form to request specific plate positions.



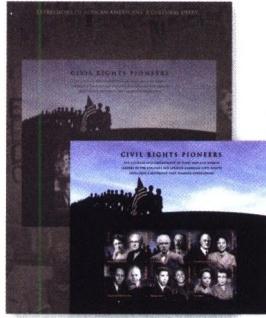
B Oscar Micheaux

Cultural Diary Page

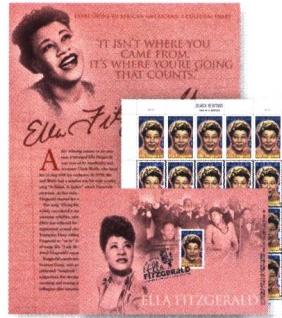
Diary Page, Maxi Card & Pane of 20 (Forever®) Stamps



G Richard Wright Cultural Diary Page
Diary Page & Pane of 20 (61¢) Stamps



H Civil Rights Pioneers Cultural Diary Page
Diary Pages (2) & Sheet of 6 (42¢) Stamps



J Ella Fitzgerald Cultural Diary Page
Diary Page, Maxi Card & Pane of 20 (39¢) Stamps



L Charles W. Chesnutt Cultural Diary Page
Diary Page, Maxi Card & Pane of 20 (41¢) Stamps

C Romare Bearden (Shown on page 17)
Diary Page & Pane of 16 \$12.95 467776

D Barbara Jordan (Shown on page 11)
Diary Page & Maxi Card w/Cancellation & Pane of 20 \$13.95 466276

E Vintage Black Cinema
Diary Page & Pane of 20 \$12.95 463176

F Negro Leagues Baseball (Shown on page 23)
Diary Page & Pane of 20 \$12.95 465276

G Richard Wright
Diary Page & Pane of 20 \$17.95 113076

H Civil Rights Pioneers
Diary Pages (2) & Pane of 6 \$8.95 573976

J Ella Fitzgerald
Diary Page, Maxi Card w/ Cancellation & Pane of 20 \$12.95 460776

K Marian Anderson (Not Shown)
Diary Page, Illustrated Envelope & Pane of 20 \$12.95 458076

L Charles W. Chesnutt
Diary Page, Maxi Card w/Cancellation & Pane of 20 \$13.95 462876

M Expressions of African Americans: A Cultural Diary
Binder, 4 Diary Pages, Notepad & 4 Stamps \$34.95 458096

Diary pages measure 7 1/2" x 10 1/8" and maxi cards measure 7 1/2" x 5".



M Expressions of African Americans: A Cultural Diary (Starter Set)
Start your own cultural diary with this beautifully designed binder, four diary pages to insert, a journal pad, and four matching stamps with mounts. Don't miss the 2011 additions: **Barbara Jordan** and **Romare Bearden**.

» FOR HOLIDAY DELIVERY, place mail orders by 12/2/11, phone/fax orders by 12/9/11, and Postal Store orders by 12/16/11.

NATURAL NOTES



B Gulf Coast Lighthouses Premium Stamped Stationery

Package of 10 ready-to-mail, pre-stamped stationery sheets. Just write your message and address, fold, seal, and mail.



C Hawaiian Rain Forest Oversized Premium Stamped Cards

Ten 5" x 7" postcards feature the gorgeous artwork of *Hawaiian Rain Forest*. Each card is pre-stamped and ready-to-mail.

A Scouting 44¢

DATE OF ISSUE: 7/27/10 at Fort A.P. Hill VA
1 design, 8 positions, plate no. in 4 corners, gravure (AVR)

* Pane of 20 w/plate no.	\$8.80	465440
Block of 10	4.40	465430
Block of 4	1.76	465420
Ceremony Program	6.95	SOLDOUT
Pane of 20 & Digital Color Postmark First Day Cover	10.95	465499

B Gulf Coast Lighthouses 44¢

Premium Stamped Cards (Booklet of 20)	\$14.95	464566
Premium Stamped Stationery (Package of 10)	15.95	464580

C Hawaiian Rain Forest 44¢

Oversized Premium Stamped Cards (Set of 10)	\$8.95	885400
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D Kelp Forest 44¢

Oversized Premium Stamped Cards (Set of 10)	\$8.95	464066
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E Scenic American Landscapes 28¢

Premium Stamped Cards (Booklet of 20)	\$14.95	980066
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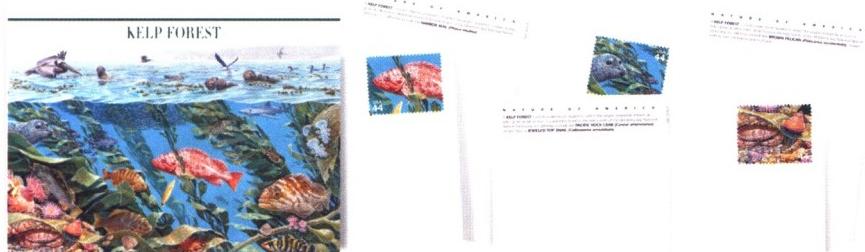
F The Grandest Things: Our National Parks in Words, Images, and Stamps

Hardcover Book w/9 Stamps	\$49.95	989200
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G Discount Bundle: The Grandest Things, Hawaiian Rain Forest & Kelp Forest

Hardcover Book, Hawaiian Rain Forest Stamped Cards & Kelp Forest Stamped Cards	\$55.95	989280
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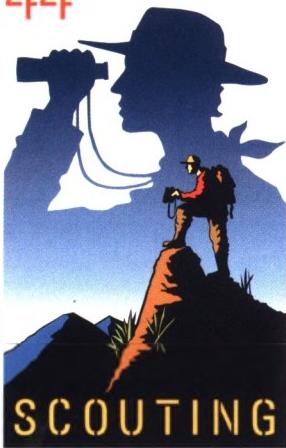
* Please refer to the order form to request specific plate positions.



D Kelp Forest Oversized Premium Stamped Cards

Ten 5" x 7" postcards showcase the detailed artwork of *Kelp Forest*, the eleventh issuance in the *Nature of America* series. Each card is pre-stamped and ready-to-mail.

44 USA

**SCOUTING****A | Scouting**

To celebrate the adventure and spirit of scouting, illustrator Craig Frazier depicted two scouts in clothing and accessories often part of the outdoor experience. usap.co/scouting

SCENIC ADVENTURES**E | Scenic American Landscapes****Premium Stamped Cards**

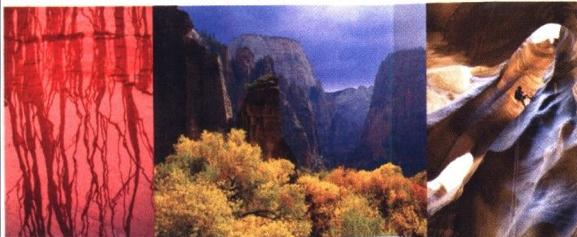
Twenty pre-stamped cards feature 10 different designs originally printed on *Scenic American Landscapes* stamps. Postage is included, so mailing is easy — or save them as a unique collectible set.

THE PERFECT GIFT SET

for a nature lover. Buy The Grandest Things with both *Nature of America* stamped cards, and save \$11.90!

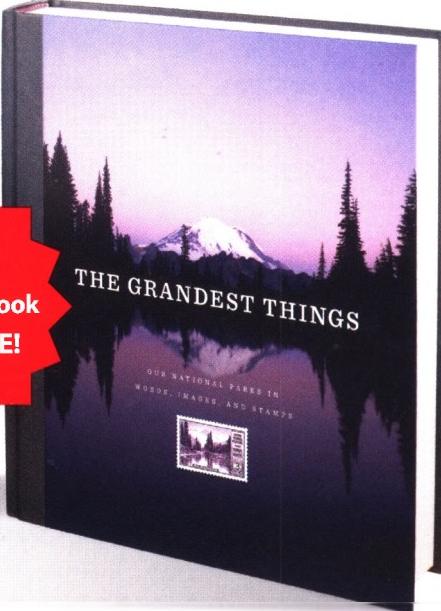
It is a genuine opal or rainbow land, resplendent in color, with many dazzling spots of red, green, blue, and orange, minarets and towers, carved into startling grotesque, beautiful, enchanting shapes by the never failing forces of Nature.

GEORGE WHARFON JAMES, on One Thousand Rock in Utah: The Land of Marvelous Wonders, 1887

**F | The Grandest Things: Our National Parks in Words, Images, and Stamps**

The Grandest Things explores how our national park system began, the changes it has endured, and the astounding array of sites it includes — all through breathtaking images and historic stamps. This 116-page hardcover book comes with nine mint stamps — including eight from the *Scenic American Landscapes* series and the 1972 *Old Faithful, Yellowstone* issuance.

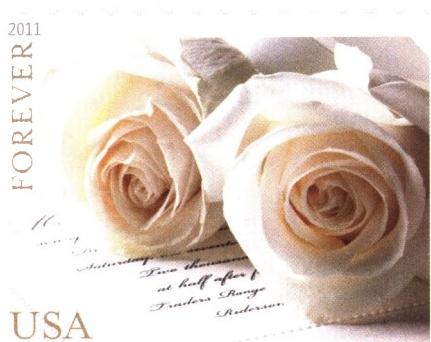
VISIT
usap.co/parksbook
TO SEE MORE!



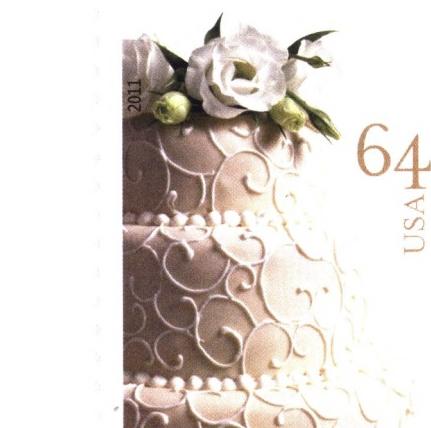
SHARE THE LOVE



A Love: Pansies In A Basket



B Wedding Roses



C Wedding Cake

A Love: Pansies In A Basket 44¢

DATE OF ISSUE: 4/22/10 at Kansas City MO
1 design, 12 positions, plate no. in 2 corners, gravure (AVR)

* Pane of 20 w/plate no. & header	\$8.80	575240
Block of 10	4.40	575230
Block of 4	1.76	575220
Ceremony Program	6.95	575291
Pane of 20 & Digital Color Postmark		
First Day Cover	10.95	575299

B Wedding Roses (First-Class rate Forever®)

DATE OF ISSUE: 4/21/11 at Washington DC
1 design, 10 positions, plate no. in 4 corners, offset (SSP)

* Pane of 20 w/plate no.	\$8.80	575940
Block of 10	4.40	575930
Block of 4	1.76	575920
First Day Cover	.88	575961
Digital Color Postmark First Day Cover	1.60	575965
Pane of 20 & Digital Color Postmark First Day Cover	10.95	575999

C Wedding Cake 64¢ (2 oz.)

DATE OF ISSUE: 4/11/11 at Washington DC
1 design, 12 positions, plate no. in 4 corners, gravure (AVR)

* Pane of 20 w/plate no.	\$12.80	575840
Block of 10	6.40	575830
Block of 4	2.56	575820
First Day Cover	1.08	575861
Digital Color Postmark First Day Cover	1.60	575865
Pane of 20 & Digital Color Postmark		
First Day Cover	14.95	575899

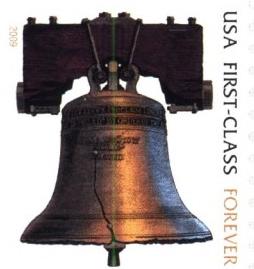
D Wedding Rings 44¢

DATE OF ISSUE: 5/1/09 at Washington DC
1 design, 8 positions, plate no. in 4 corners, offset (SSP)

* Pane of 20 w/plate no.	\$8.80	574240
Block of 10	4.40	574230
Block of 4	1.76	574220
Pane of 20 & Digital Color Postmark		
First Day Cover	10.30	574299



D Wedding Rings



SHOWN AT 160%

E Liberty Bell**E Liberty Bell (First-Class rate Forever®)**

DATE OF ISSUE: 10/25/08 at New York NY
1 design, gravure (SSP)

Vending Booklet of 20 \$8.80 619240

DATE OF ISSUE: 5/15/09 at Washington DC
1 design, offset (SSP)

Booklet of 20 (2-sided) \$8.80 678940

DATE OF ISSUE: 8/7/09 at Pittsburgh PA
1 design, gravure (AVR)

Booklet of 20 (2-sided) \$8.80 678941

DATE OF ISSUE: 8/7/09 at Pittsburgh PA
1 design, offset (APU)

Booklet of 20 (2-sided) \$8.80 678942

REISSUED: 2/3/10 at Washington DC
1 design, offset (APU)

ATM Booklet of 18 \$7.92 523340

F New River Gorge Bridge \$4.95 (Priority Mail®)

DATE OF ISSUE: 4/11/11 at Fayetteville WV
1 design, 6 positions, plate no. in 4 corners, offset (APU)

* Pane of 20 w/plate no.	\$99.00	114440
* Block of 10 w/plate no.	49.50	114430
* Block of 4 w/plate no.	19.80	114420
Single	4.95	114410
First Day Cover	5.39	114462
Ceremony Program	6.95	114491

DATE OF ISSUE: 1/3/11 at Kansas City MO

Prepaid Flat Rate Envelope (Pack of 5)	\$24.75	211505
Prepaid Flat Rate Envelope (Pack of 10)	49.50	211510
Prepaid Flat Rate Envelope (Pack of 25)	123.75	211525
First Day Cover	5.33	211561

G Bixby Creek Bridge \$18.30 (Express Mail®)

DATE OF ISSUE: 2/3/10 at Washington DC
1 design, 10 positions, plate no. in 4 corners, gravure (AVR)

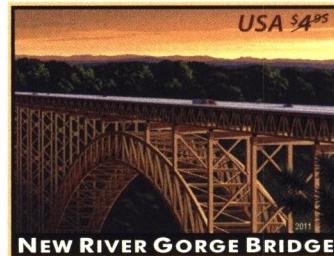
* Pane of 20 w/plate no.	\$366.00	114540
* Block of 10 w/plate no.	183.00	114530
* Block of 4 w/plate no.	73.20	114520
Single	18.30	114510

H Redwood Forest \$4.95 (Priority Mail®) (Not Shown)

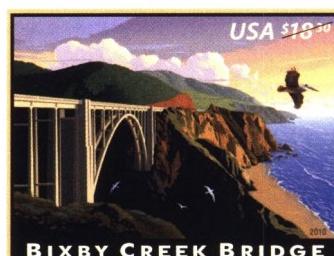
DATE OF ISSUE: 1/16/09 at San Diego CA
1 design, 9 positions, plate no. in 4 corners, offset (APU)

* Pane of 20 w/plate no.	\$99.00	113440
* Block of 10 w/plate no.	49.50	113430
* Block of 4 w/plate no.	19.80	113420
Single	4.95	113410

* Please refer to the order form to request specific plate positions.



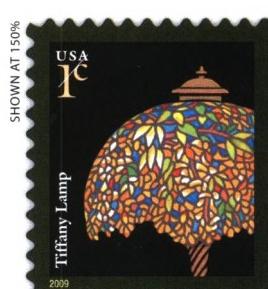
SHOWN AT 120%

F New River Gorge Bridge usap.co/cosgrove

SHOWN AT 120%

G Bixby Creek Bridge usap.co/cosgrove

SHOWN AT 150%



SHOWN AT 150%

J Navajo Jewelry**K Tiffany Lamp****MAKE-UP RATE STAMPS****J Navajo Jewelry 2¢**

REISSUED: 5/12/07 at Washington DC
1 design, 10 positions, plate no. in 4 corners, offset (SSP)

* Pane of 20 w/plate no.	\$.40	180440
Block of 10	.20	180430
Block of 4	.08	180420

K Tiffany Lamp 1¢

REISSUED: 3/7/08 at New York NY
1 design, 15 positions, plate no. in 4 corners, offset (SSP)

* Pane of 20 w/plate no.	\$.20	184140
Block of 10	.10	184130
Block of 4	.04	184120

* Please refer to the order form to request specific plate positions.

AMERICAN COMMEMORATIVE COLLECTIBLES

Each unique American Commemorative Collectibles program offers a wide range of stamps and stamp products. Sign up, and receive your collectibles easily and automatically all year long. Or, give a one-of-a-kind gift that lasts past the holidays — start a subscription for a friend!



ADD A BINDER

to your gift to provide the perfect place to store American Commemorative Collectibles!



A American Commemorative Collections Binder

Ideal to store and display your American Commemorative Panels & Cancellations.

Three-Ring Binder & 20 Pages	\$21.95	880600
Acetate Pages (Set of 10, 8 1/2" x 11")	9.95	880700

B Commemorative Stamp Club Binder (Not Shown)

Ideal for protecting your American Commemorative Collection pages.

Three-Ring Binder	\$5.50	000996
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C | American Commemorative Panels #20248



D | American Commemorative Collection #20250



E | American Commemorative Cancellations #20247



F | First Day of Issue Ceremony Programs #20249



G | Standing Order Program #20251

C American Commemorative Panels #20248

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G Standing Order Program #20251

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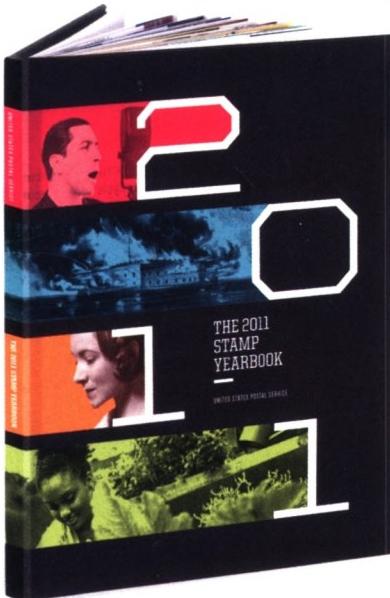
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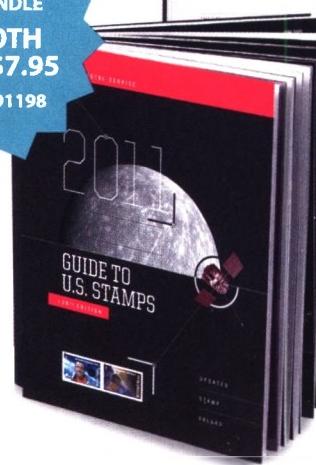
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